

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BMG3014 – MANAGEMENT OF TECHNOLOGY

(All sections / Groups)

30 MAY 2019

9.00 AM – 11.00 AM

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages with **FIVE (5)** questions only.
2. Attempt **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS**QUESTION 1**

- a) Give **FOUR (4)** reasons individuals and organisations should be concerned about the management of technology.

(8 marks)

- b) Define **THREE (3)** approaches of technical capabilities and discuss how a firm decides on which approach should be taken.

(12 marks)

(Total: 20 marks)

QUESTION 2

- a) Extension is one of the elements of internal innovation implementation. Discuss why extension need to be focused and how it can be achieved.

(6 marks)

- b) After implementation process, evaluation and control need to be carried out in order for a firm to identify the gaps and the actions that need to be taken. With the aid of a diagram, illustrate the evaluation and control process.

(14 marks)

(Total: 20 marks)

QUESTION 3

- a) List **FOUR (4)** benefits a firm can gain from internal innovation.

(8 marks)

- b) Alliances for technology acquisition can be formed in several ways. Suggest **THREE (3)** examples of alliances and discuss the advantages of each alliance.

(12 marks)

(Total: 20 marks)

QUESTION 4

- a) Give **FOUR (4)** common issues faced by a firm in the implementation of newly acquired technology.

(8 marks)

- b) Discuss **FOUR (4)** types of fitness in the gap analysis.

(12 marks)

(Total: 20 marks)

Continued

QUESTIONS 5

- a) In an organisation, the information must be communicated to individuals for them to learn and apply the knowledge. Give any **FOUR (4)** characteristics of communication processes in an organisation where learning is taking place?
(8 marks)

- b) Suggest **FOUR (4)** practical ideas that help managers to build an ethical organisation.
(12 marks)

(Total: 20 marks)

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